



# Export News

U.S. Export Assistance Center  
Houston, Texas

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## ASK THE TRADE INFORMATION CENTER DOING BUSINESS IN THE MIDDLE EAST

Excerpt from *Export America*, December 2002.

The countries that make up the Middle East and North Africa have a combined population of more than 321 million and form an area of tremendous strategic and economic importance to the United States. Although doing business in the Middle East can present some unique challenges, many U.S. companies have found a high source of demand for their goods and services in the region. The U.S. free trade agreements (FTAs) with Israel and Jordan have further opened the way for American companies seeking to trade with Middle Eastern partners. In addition, the United States and Morocco are about to begin negotiations toward an FTA.

When doing business in the Middle East, American businesses benefit greatly from basic knowledge of conditions in and customs of Middle Eastern and North African countries.

### The rest of the article covers the following issues:

- Can U.S. Companies Trade With The Middle East?
- Are There Special Documents Required To Export To Countries In The Middle East?
- Are There Any Special Concerns I Should Keep In Mind When Marketing My Product In The Middle East?
- How Can I Learn About Travel Advisories For A Country Before I Visit For Business?
- What Customs Should I Be Aware Of When I Travel To The Region For Business?

For the complete text of this article, see [www.export.gov/tic](http://www.export.gov/tic) or the December issue of EXPORT AMERICA.

## EXPORT AMERICA MAGAZINE

Portions of the February issue of *Export America* are now available online. The issue features

- *Opening Markets and Bolstering Trade: Ensuring Better Global Conditions for U.S. Companies.*
- *Foreign Trade Zones: U.S. Customs Procedures and Requirements*
- *U.S. and Chilean Agencies Formalize Cooperation*

Access the current issue at <http://exportamerica.doc.gov>.

## RESOURCES FOR BUSINESS IN CENTRAL EUROPE, RUSSIA AND THE FORMER SOVIET REPUBLICS

**BISNIS**—Business Information Center for the Newly Independent States is the Department of Commerce's primary resource center for U.S. companies exploring business opportunities in Russia and the Newly Independent States.  
[www.bisnis.doc.gov](http://www.bisnis.doc.gov)

**CEEBIC**—Central and Eastern Europe Business Information Center offers a wide array of services, business counseling, and information products for U.S. companies seeking to enter or expand their business into one or more of the 15 countries of Central and Eastern Europe.  
<http://www.mac.doc.gov/ceebic/>

**SABIT**—Special American Business Internship Training Program manages two innovative training programs for organizations interested increasing their exposure to Eurasian market opportunities through hosting Eurasian managers and scientists.  
<http://www.mac.doc.gov/sabit/>  
(See Feb. 26 Greater Houston Partnership program on Eurasian Business Opportunities to meet a SABIT-sponsored delegation.)

**Ecolinks**—Eurasian-American Partnership for Environmentally Sustainable Economies is an initiative of the US Agency for International Development (USAID) that seeks practical, market-based solutions to industrial and urban environmental problems in Central and Eastern Europe and the former Soviet Union. The program promotes partnerships by linking businesses, local governments, and associations from the region with their counterparts in the United States.  
<http://www.ecolinks.org/>  
(Ecolinks is hosting a seminar in Dallas on Feb. 4. See Events, page 3, for details.)

## ACCESS AUSTRALIA

Air Conditioning, Refrigeration, Heating & Ventilation Equipment

The Commercial Service in Australia is preparing to send a special mailing to agents, distributors and end-users of HVAC equipment. U.S. companies that participate will receive a list of trade leads or inquiries for their company or products. Cost \$250. Feb. 21 deadline. For details, contact Patricia Matt at 61-2-9373-9211 or [patricia.matt@mail.doc.gov](mailto:patricia.matt@mail.doc.gov).

## IT EXPORTERS

*Have You Registered for the **Export IT Alert** - A Weekly E-mail Bulletin with IT Trade Leads & Market Info?*

See: <http://exportit.ita.doc.gov/>

## TRADE LEADS

### PRIVATIZATION TENDER

Tbilisi's Gas Distribution Enterprise  
Republic of Georgia

The municipal Tbilisi government announced a tender on January 21, to select an enterprise to be entrusted with management and financial control over "Tbilgazi," under a 10-year contract to improve the day-to-day operations, resolve economic and technical constraints, and ensure stable supply of gas to the population of the city. Deadline for applications is February 28. For details on this tender, please see the BISNIS Trades & Tenders page at: <http://www.bisnis.doc.gov/bisnis/tenderlead.cfm?1857>

## EVENTS

### GREATER HOUSTON PARTNERSHIP

*For information on the following event, please contact Cari Broderson at 713-844-3635 or [cbroderson@houston.org](mailto:cbroderson@houston.org).*

- **Dr. Youssef Boutros-Ghali, Egyptian Minister of Foreign Trade**, Feb. 4, luncheon, no charge.
- **Import/Export Overview**, Feb. 20, \$20 members/ \$40 non-members.
- **Eurasian Business Opportunities** featuring the SABIT Oil & Gas Delegation and moderated by Commercial Officer Tyrena Holley of the Houston Export Assistance Center, Feb. 26, \$40 members/ \$80 non-members.
- **Considerations for Exporting to China**, March 13, No charge.

### UNIVERSITY OF HOUSTON INTERNATIONAL TRADE CENTER

*To register for this event, please call 713-752-8488 or see <http://SmBizSolutions.uh.edu>.*

- **Letters of Credit**, 9:00 am-Noon, Feb. 5, \$35

**Space Still Available!**

## **ENVIRONMENTAL MARKET OPPORTUNITIES IN CENTRAL & EASTERN EUROPE**

**Environmental Financing and Market Seminars  
Dallas**

**February 4-5**

Before accession into the European Union (EU) can take place, Central European countries must either meet, or have a defined plan in place to meet EU environmental standards. Under the auspices of Eco-Links, a part of USAID, **a consortium of Texas companies that provide engineering/design services, products and technologies is being assembled to offer turn-key solutions to environmental problems in Central European countries.** Cost \$125. For details, contact Brittany Whiting at 202-312-2941 or email whitingb@ctcgsc.org.

## **THE SECRETS OF SUCCESSFUL TRADE FINANCING**

Bank One Center, Houston

February 24 & 25

Sponsored by Bank One with the support of the U.S. Export Assistance Center, the American Export Training Institute will present this interactive 2-day seminar providing indispensable tools, techniques, and practical knowledge for export financing.

During this unique workshop, attendees will gain a clearer understanding of how to *really* use financing tools such as letters of credit & government resources; offer competitive terms & yet receive payment upon shipment; protect balance sheets from the risks of international trade; and identify credit-worthy prospects. Chip Thomas, a global trade and banking expert, will lead the program.

Cost \$495 (early registration and small business discount available). Up to 16 Continuing Education or CPE credits available. For details contact our office.

## **BIS EXPORT LICENSING SEMINAR**

Austin

Feb 26-27

Two-day Licensing & Compliance Certificate Program. Essentials of Export Controls on day 1 and Technology Controls day 2. Cost \$295. For information or an agenda call our office, or the Austin Export Assistance Center at 512-916-5939.



## **DOING BUSINESS IN SPAIN**

San Antonio

February 27

This half-day seminar in San Antonio features a market overview by Senior Commercial Officer Mike Liikula, U.S. Embassy, Spain. Individual counseling sessions with SCO Liikala are available. Cost \$35. For details, contact Nya Igambi, 281-449-9423 or nya-musi.igambi@mail.doc.gov

## **RITE ASIA 2003**

Singapore

March 5-7

Similar to the FMI Show held in Chicago, this is **Asia's #1 retail equipment and supply show.** Commercial Service personnel from throughout the region will be on hand to counsel U.S. exhibitors about neighboring markets. For details see <http://www.buyusa.gov/social/rite.html> or contact Ms. Chia Swee Hoon Sweenoon.Chia@mail.doc.gov.

## **ENTERING THE EUROPEAN MARKET:**

### **A WORKING PERSPECTIVE**

Ft. Worth

March 6

This half-day workshop in Ft. Worth is led by staff from the U.S. Department of Commerce office at the U.S. Mission to the European Union in Brussels. One-on-one appointments with the presenters are available. Cost \$60. For details and to register, contact Sybil Collins at 817-277-1313 or sybil.collins@mail.doc.gov.

## **CEBIT 2003**

Hannover, Germany

March 12-19

There are still a few slots available for the Commercial Service's three-day and two-day booth sharing options at the largest and most influential international information and communication technology trade show. For details, contact Larry Tabash, 512-936-0039 or Larry.Tabash@mail.doc.gov.

## **CATALOG SHOWS - QATAR & BAHRAIN**

Doha International Oil and Gas Conference, Qatar  
(DIOGE) March 16-19

Middle East Oil Symposium (MEOS), Bahrain,  
April 5-8

Our office in Dhahran, Saudi Arabia will take your catalogs to Qatar and Bahrain, display them at DIOGE and MEOS 2003, and then send you a list of

all the companies interested in your products. Limited to 30 U.S. companies, the cost is \$150 for both events! Contact our office for details.

*Please note, further follow up will be available when Fareedon Hartoqa, Commercial Specialists, CS Dhahran, who will be attending both events visits the Houston Export Assistance Center on temporary duty in April and May.*

### US CATALOG EXHIBITION - INFRASTRUCTURE USA

South Africa -Kenya-Morocco-UAE-Algeria-Armenia  
March 31-April 22

Texas Economic Development Office of International Business in conjunction with the U.S. Commercial Service will showcase Texas product literature and videos in Durban and Port Elizabeth, South Africa; Nairobi, Kenya; Casablanca, Morocco; Dubai, UAE; Algeria; and Yerevan, Armenia. Six countries for only \$500. For details, contact Mortada Mohamed 512-936-0530 or mortadam@txed.state.tx.us.

### COMÉRCIO BRASIL 2003

Texas Trade Mission to  
Sao Paulo, Rio de Janeiro & Belo Horizonte, Brazil  
April 23-May 1

Boasting the largest economy in Latin America and the ninth largest in the world, Brazil presents considerable export opportunities, particularly in areas such as energy generation, construction, safety and security equipment, and metal working. Cost with airfare from Houston \$2350. For details contact Margie Moore at 512-936-0502, or margiem@txed.state.tx.us.

### BUSINESS DEVELOPMENT MISSION

Egypt and Morocco  
May 25-31

Led by Assistant Secretary and Director General of the U.S. Commercial Service, Maria Cino, the mission will offer U.S. businesses a unique venue in which to explore business partnerships in two dynamic markets in North Africa. Egypt offers a diverse economy and well-educated work force. The U.S. and Egypt signed a Trade and Investment Framework Agreement in 1999 providing a forum to improve access for U.S. products and services and help expand commercial and investment opportunities. **Egypt is a significant importer of agricultural commodities and machinery.** In January 2003, the U.S. and Morocco began negotiations on a Free Trade Agreement (FTA). This agreement is expected to generate numerous export opportunities for U.S. goods. Addition-

ally, the **Moroccan Government is pursuing an economic reform program that includes the liberalization of telecommunications and the establishment of an ambitious tourism plan.** Cost is \$2,000, exclusive of travel and lodgings. For details contact Sherry at 202-482-4519 or e-mail Trade.Missions@mail.doc.gov.

### GROWTH INDUSTRIES USA 2003

Brazil - Ecuador - Panama  
June 2-13

The Texas Economic Development Office of International Business will accompany your literature on this multi-state catalog exhibition visiting Porto Alegre and Belo Horizonte, Brazil; Guayaquil, Ecuador; and Panama City, Panama. Cost \$500. For details contact Margie Moore at 512-936-0502, or margiem@txed.state.tx.us.

### REPCAN 2003

Toronto  
June 18-19

Are you a small to mid-sized export-ready company, willing to test your export potential and ready to cash in on your free trade advantage "in Canada First?" Cost US\$1,200. For details, contact Madellon Lopes at 416-595-5412, ext. 227 or madellon.lopes@mail.doc.gov.

### AIMEX—ASIA PACIFIC'S INTERNATIONAL MINING EXHIBITION 2003

Sydney, Australia  
September 9-12

Recognized as one of the most prominent mining exhibitions on the international calendar, the show now includes a focus on the Asia Pacific Region. The Commercial Service is organizing a U.S. Pavilion. For details, contact John Kanawati at john.kanawati@mail.doc.gov.



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